

Mostly Mutts Animal Rescue

BINGO Night 2026 Marketing Plan

EXECUTIVE SUMMARY

The 2026 BINGO Fundraiser is positioned to be one of Mostly Mutts Animal Rescue's signature fall events. A family-friendly, community-driven evening that turns Metro Atlanta animal lovers' goodwill into life-saving funds for homeless pets as they enter 2027.

Held on Saturday, October 3, 2026, at the Champions Center at LakePoint Sports Complex in Emerson, the event blends approachable entertainment (six regular games, one jackpot game), great prizes, raffles, and concessions into a low-barrier evening that appeals to families, couples, retirees, and corporate teams alike.

Primary fundraising goal: Net proceeds of \$35,000-\$50,000 to fund medical care, rescue operations, and adoption programs.

Primary attendance goal: 400-500 paid attendees, with at least 90 percent pre-registered to support accurate dinner and seating logistics.

This plan outlines audience targeting, messaging strategy, a 14-week promotional timeline, channel-by-channel tactics, sponsorship integration, and post-event stewardship to maximize both immediate revenue and long-term donor cultivation.

EVENT OVERVIEW

Event	BINGO Night benefiting Mostly Mutts Animal Rescue
Date	Saturday, October 3, 2026
Time	6 - 10 p.m.
Venue	Champions Center at LakePoint Sports Complex, Emerson, GA
Format	6 regular BINGO games + 1 jackpot game, raffles, concessions
Adult Ticket	\$25 - \$135 ticket packages
Add-Ons	Additional raffle tickets and jackpot cards sold on-site
Beneficiary	All proceeds support the mission and work of Mostly Mutts Animal Rescue.

GOALS & SUCCESS METRICS

Fundraising & Attendance Goals

- Net fundraising target: \$35,000-\$50,000
- Paid attendance: 400-500 guests
- Advance registration rate: 90% or higher (vs. day-of)
- Average revenue per attendee: \$90-\$110 (ticket + add-on cards + auction + raffle + bar)
- Sponsorship revenue (separate from ticket): \$10,000-\$15,000 across three to five tiers

Marketing KPIs

- Email open rate: 35%+ for event series; click-through rate: 6%+
- Social media reach: 75,000+ across Facebook, Instagram, and TikTok
- Social engagement rate: 5%+ on Instagram; 7%+ on TikTok
- Event landing page conversion rate: 8%+ (visitor to ticket purchase)
- Earned media: 3+ local placements (AJC events, Cobb/Bartow community press, Atlanta blogs)
- Email list growth: +500 new subscribers acquired through event funnel

TARGET AUDIENCES

BINGO's broad appeal lets us cast a wider net than higher-priced black-tie events. The following audience segments should drive messaging and channel choices.

Primary: Mostly Mutts Community

- Existing donors, adopters, volunteers, and foster families.
- Mostly Mutts Market (thrift store) regulars and supporters.
- Mostly Mutts University alums and Metro Reentry Program participants and families.

Secondary: Metro Atlanta Animal Lovers

- Pet parents in Cobb, Bartow, Cherokee, Paulding, and North Fulton counties.
- Followers of other Atlanta-area rescues and pet businesses (cross-promotion).
- Local veterinary, grooming, and pet retail communities.

Tertiary: Family & Community Audiences

- Families with kids ages 8-15 looking for affordable weekend activities.
- Retirees, empty nesters, and BINGO enthusiasts across NW metro Atlanta.
- Corporate teams seeking team-building outings with a cause (table sponsorships).
- Civic groups: Rotary, Junior League, church groups, HOA social committees.

KEY MESSAGING & POSITIONING

Event Tagline Options

- "Daub. Win. Save Lives." Punchy, action-oriented, ideal for short-form social and merch.
- "BINGO with a Bite: A Fundraiser for Homeless Pets" Playful and family-friendly.
- "Lucky Numbers. Loving Homes." Sentimental, donor-leaning.

Core Messaging Pillars

- Family-friendly fun. An affordable, all-ages evening of BINGO, prizes, and raffles; no formalwear required.
- Every dollar saves lives. 100 percent of proceeds fund medical care, rescue, and adoption programs for homeless pets in 2027.
- Community comes together. Mostly Mutts brings together adopters, volunteers, businesses, and animal lovers across NW Metro Atlanta for one fun night.
- Real impact, real pets. Spotlight specific dogs and cats in our care. Attendees see exactly who their tickets help.

Calls to Action by Stage

- Early phase (12+ weeks out): "Save the Date: October 3, 2026."
- Mid phase (6-10 weeks out): "Register Early & Save. Ticket packages start at \$25."
- Late phase (2-5 weeks out): "Tickets Going Fast! Reserve Your Seat for BINGO."
- Final push (event week): "Last Chance! Daub, Win, Save Lives This Saturday!"
- Day-of: "Tag us, share your wins, and help us reach more dogs and cats!"

Channel Strategy

Social Media (Primary Driver)

Instagram

- Aesthetic, photo-led adoption stories featuring pets whose care BINGO will fund.
- Reels: prize reveals, sponsor shout-outs, behind-the-scenes setup, "meet the BINGO callers."
- Stories: countdown stickers, polls ("What's your lucky number?"), question boxes for FAQs.
- Carousel posts: prize lineup, silent auction sneak peeks, sponsor highlights.
- Posting cadence: 4-5x/week starting 10 weeks out, daily during event week.

Facebook

- Create a Facebook Event with co-hosts (sponsors, board members, volunteer leads).
- Long-form storytelling posts about specific rescues benefiting from proceeds.
- Share Event page weekly with rotating angle (prizes → concessions → raffles → family fun).

- Encourage check-ins and live photos on the night of from a volunteer photographer.
- Boost top-performing organic posts in geo-targeted radius (Cobb/Bartow/Cherokee) starting six weeks out.

TikTok

- Short, energetic clips: rescue dog reveals, "POV: you just won the jackpot," trending audio.
- "Day in the life" content at the shelter linking to ticket page in bio.
- Behind-the-scenes prep: sorting prizes, setting up the Champions Center, volunteer interviews.
- Goal: one post every 3-4 days during the campaign, with a push around prize reveals.

LinkedIn

- Position the event toward corporate sponsors and table sponsorships.
- Articles and posts on sponsor ROI, team-building value, and community impact.
- Tag corporate sponsors in announcement posts; encourage employee participation.

Email Marketing

- Segment list: Active donors, lapsed donors, adopters, volunteers, newsletter subscribers, thrift store contacts
- Send schedule: Save-the-date (12 weeks out), early-bird launch (10 weeks), sponsor spotlight (eight weeks), prize reveal (six weeks), silent auction preview (4 weeks), final two-week countdown, last-call (three days out), thank-you and impact recap (within one week post-event)
- Personal asks from board members and the Executive Director to the top 100 donors
- Volunteer-specific email: ask each volunteer to bring 1-2 friends

Website & Registration

- Dedicated landing page: mostlymutts.org/bingo with mobile-first design, clear pricing, FAQ, sponsor logos, and prominent register button
- Integrate registration platform (Eventbrite, Givebutter, or current CRM) with discount codes for volunteers, sponsors, and partner orgs
- Embed Facebook Event widget and Instagram feed for social proof
- Add tracking pixels (Meta, Google) and UTM parameters on all promotional links

Earned Media & Partnerships

- Press release distributed to *AJC*, *Marietta Daily Journal*, *Cherokee Tribune*, *Bartow Neighbor*, *Cobb Life*, and *Atlanta Magazine* event calendars.
- Pitch local morning TV shows (11Alive Atlanta & Co., FOX 5 Good Day) for a two-week-out segment featuring an adoptable dog and an event preview.
- Atlanta pet bloggers and influencers: comp tickets in exchange for content (target 3-5 partners).

- Cross-promotion with friendly rescues, Mostly Mutts Market vendors, and LakePoint Sports Complex audiences.

Print & On-Site

- Flyers and posters at Mostly Mutts shelter, Mostly Mutts Market, partner vets, groomers, and pet retailers.
- Yard signs in high-traffic Cobb/Bartow intersections (where permitted) three weeks out.
- Postcards mailed to the top 500 donors with a personal note.
- Bag stuffers at Mostly Mutts Market starting 8 weeks out.

14-WEEK PROMOTIONAL TIMELINE

Working backward from October 3, 2026. Weekly themes provide content focus for social, email, and PR teams.

Week	Dates	Focus & Key Activities
14	Jun 29 - Jul 5	Save-the-date launch. Email the full list, post on social, and begin sponsor outreach.
13	Jul 6 - 12	Open registration. Launch landing page.
12	Jul 13 - 19	Volunteer engagement: Launch the "Bring a Friend" challenge.
11	Jul 20 - 26	Silent auction donation drive launches. Local business outreach.
10	Jul 27 - Aug 2	First sponsor announcements. Pet spotlight series begins.
9	Aug 3 - 9	Press release distribution. Community calendar submissions.
8	Aug 10 - 16	Prize reveal kickoff on Reels/TikTok. Flyers distributed to partners.
7	Aug 17 - 23	Mid-campaign email push. Boost top organic FB posts. Confirm dinner counts checkpoint.
6	Aug 24 - 30	Family-focused content week. Pitch TV morning shows for the 2-week-out segment.
5	Aug 31 - Sep 6	Silent auction preview teasers. Influencer partnerships go live.
4	Sep 7 - 13	Yard signs deployed. Jackpot game spotlight content. Last sponsor push (if needed).
3	Sep 14 - 20	"Tickets going fast" messaging. Personal email asks from ED & board to top donors.
2	Sep 21 - 27	TV/media segment week. Daily countdown content. Final advance reg push.
1	Sep 28 - Oct 3	Daily social posts. Last-call email (Sep 30). Logistics & volunteer briefings. Event day!
Post	Oct 4 - 10	Thank-you email with impact totals. Social recap reels/photo dump. Donor stewardship begins.

CONTENT THEMES & SAMPLE POSTS

[Recurring Weekly Themes]

Meet-the-Mutt Monday: Spotlight a specific dog or cat whose care will be funded by BINGO proceeds.

Sponsor Spotlight Tuesday: Featured sponsor with logo, link, and a thank-you message.

What's Up Wednesday: Reveal a prize, auction item, or jackpot detail.

Throwback Thursday: Photos from past events or adoption success stories.

Family Fun Friday: Family-focused angle; kid prizes, why BINGO is great for all ages.

Saturday Snapshot: Behind-the-scenes Reel or TikTok from the shelter or event prep.

Story Sunday: Longer-form Facebook post about a rescue story or mission moment.

SPONSORSHIP INTEGRATION

Sponsorship is a separate revenue stream layered on top of ticket sales. Each tier should have clear marketing deliverables fulfilled through this plan.

Tier	Investment	Marketing Benefits
Presenting	\$3,000	Named title sponsor; logo on all event materials, press release mention, signage, dedicated social spotlight, 8 tickets, and on-mic recognition during jackpot games.
Single Game	\$500	Sponsors one of 6 regular games; logo on game card and event signage, social spotlight post, 6 tickets, and on-mic recognition.
Shared Game	\$250	Logo on event signage, social mention, 4 tickets, prize table recognition.

Note: Tiers, pricing, and benefits to be finalized by the development team. The marketing plan allocates proportional digital and on-site visibility to each tier.

MARKETING BUDGET ESTIMATE

Approximate spend across the 14-week campaign. Many line items can be reduced through volunteer time and in-kind donations.

Category	Low Estimate	High Estimate
Paid social (Meta boosting, geo-targeted)	\$500	\$1,200
Print collateral (flyers, postcards, yard signs)	\$400	\$800
Direct mail (postcards to top 500 donors)	\$300	\$500
Email platform / CRM (incremental)	\$0	\$200
Photography/videography (event day)	\$0 (volunteer)	\$500
Event signage & banners	\$300	\$700
Contingency	\$200	\$400
TOTAL	\$1,700	\$4,600

DAY-OF-EVENT MARKETING STRATEGY

The night of October 3 is both the fulfillment of the campaign and the seed content for next year. A dedicated content captain should be assigned to capture material in real time.

Pre-event content captain briefing one week prior with shot list and post schedule

- Live Instagram & Facebook Stories throughout the evening (arrivals → dinner → games → jackpot winners → raffle basket reveal)
- Photo backdrop with branded step-and-repeat for shareable guest photos.
- Branded hashtag (MostlyMuttsBINGO2026) on all signage; encourage tagging.
- Capture testimonials from attendees, sponsors, and adopters on video.
- Announce running fundraising total at key moments to build energy and encourage add-on card sales.
- Live ED or board member recognition of major sponsors during jackpot games.

Post-Event Stewardship

The 7-14 days after the event are critical for converting one-time attendees into long-term supporters.

- Thank-you email within 48 hours with photo highlights and total raised.
- Social recap reel within 72 hours featuring attendee energy, winners, and adoptable pets.

- Personalized thank-you notes to sponsors with photos of their signage and engagement metrics.
- Press release announcing the total raised and distributed to local media
- Newsletter feature in the next monthly Mostly Mutts email
- Add all new ticket buyers to the nurture email sequence, introducing them to volunteer, foster, and monthly giving opportunities

Internal debrief within two weeks

What worked, what didn't, KPIs vs. goals, recommendations for 2027.

ROLES & RESPONSIBILITIES

Role	Responsibilities
Marketing Lead	Owns plan execution, content calendar, copy, email sequences, KPI tracking, and post-event recap.
Social Media Coordinator	Schedules and publishes posts, responds to comments/DMs, and manages live event coverage.
Development / Sponsorship	Secures sponsors, fulfills sponsor benefits, and manages personal donor outreach.
Volunteer Coordinator	Activates volunteer ambassadors, manages "Bring a Friend" challenge, and recruits event-night help.
Content Captain (Event Day)	Captures all event-day photo/video/social content per the shot list.
Executive Director / Board	Personal donor asks, top-tier sponsor relationships, on-mic recognition, night-of.

APPENDIX: QUICK-REFERENCE CHECKLIST

12 Weeks Out

- Landing page live and tested on mobile
- Registration platform configured with discount codes
- Save-the-date email and social posts deployed
- Sponsor proposal packets distributed

8 Weeks Out

- Press release distributed
- Flyers and posters at partner locations
- Prize and silent auction donations secured
- First sponsors publicly announced

4 Weeks Out

- Yard signs deployed
- TV/media segment confirmed
- Influencer content live
- Volunteer night-of roles assigned

Event Week

- Daily social countdown content scheduled
- Last-call email queued
- Content captain briefed with shot list
- Run-of-show and on-mic talking points distributed

Post-Event

- Thank-you email sent within 48 hours
- Social recap published within 72 hours
- Sponsor reports delivered within one week
- Internal debrief held within two weeks